composition by percentage weight:

a) from about 2% to about 20% ethylene propylene rubber

b) from about 2% to about 16% styrenic block copolymer

c) from about 14% – about 33% [polyvinylcyclohexane] aliphatic hydrocarbon tackifying resin [having a softening point below] that is solid above about 37°C

d) from 0% to about 0.5% anti-oxidant

e) from about 10% to about 35% NaCMC with degree of substitution below 1.0

f) from 0% to about 30.5% pectin

g) from about 3% to about 12% plasticizer

h) from 0% to about 6% tackifier with softening point below about 37°C

i) from 0% to about 25% NaCMC with degree of substitution above 1.0

j) from 0% to about 6% powdered cellulose

wherein the probe tack force in grams is in the range of 400-750, saline absorbency is in the range of about 500-5000g/m^2/d, and tensile strength is in the range of about 500-3500 g/cm^2.

20. A pressure sensitive hydrocolloid adhesive for medical use comprising the following composition by percentage weight:

a) from about 11.5% to about 36% of a hydrocolloid blend of ethylene propylene rubber and styrenic block copolymer

b) from about 24% to about 39% [polyvinylcyclohexane] aliphatic hydrocarbon tackifying resin [having a softening point below] that is solid above about 37°C

c) from 0% to about 0.5% anti-oxidant

d) from about 20% to about 52% absorbent powder selected from the group consisting of NaCMC pectin, powdered cellulose, [and] pregelatinized starch, [optionally including minor amounts of] powdered fillers, fibers, absorbents, [or] and super absorbents

e) from about 3% to about 12% plasticizer

f) from 0% to about 6% tackifier with softening point below about 37°C

g) from 0% to about 25% NaCMC with degree of substitution above 1.0

h) from 0% to about 6% powdered cellulose

wherein the probe tack force in grams is in the range of 400-750, saline absorbency is in the range of about 500-5000g/m^2/d, and tensile strength is in the range of about 500-3500 g/cm^2.